

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave, NW**  
**#800**  
**Washington, DC 20007**

<u>Contract / Revision</u>		<u>Alt Order #</u>
489459 /		06278373
<u>Product</u>		
<b>PATRIOT MAJORITY USA</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
08/15/12 - 08/22/12	1615	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Patriot Majority USA	08/14/12 / 08/22/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KVVU	Teresa Difuria	TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	84	91
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/15/12	08/21/12	Cold Case Files	1-2pm		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/15/12	08/21/12	MTW----				3	\$175.00			
N 2	KVVU	08/15/12	08/21/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/15/12	08/21/12	MTWTF--				3	\$225.00			
N 3	KVVU	08/15/12	08/21/12	Fox 5 News	M-F 10p-11p	10p-11p	:30			NM	2	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/15/12	08/21/12	MTWTF--				2	\$1,725.00			
N 4	KVVU	08/15/12	08/21/12	Cops	2-3p		:30			NM	3	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/15/12	08/21/12	MTW----				3	\$185.00			
N 5	KVVU	08/15/12	08/21/12	Anderson	3-4p		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/15/12	08/21/12	MTW-F--				4	\$275.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	08/15/12-08/21/12	Anderson	3-4p	MTuW--F---	:30		\$275.00	NM		
			See MG 5.5									
	5	KVVU	08/17/12-08/17/12	Anderson	2-3p	-----F----	:30		\$275.00	NM		
			④ MG for 5.1 08/17									
N 6	KVVU	08/15/12	08/21/12	The Dr.Oz Show	4-5p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/15/12	08/21/12	MTW-F--				4	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	08/15/12-08/21/12	The Dr.Oz Show	4-5p	MTuW--F----	:30		\$350.00	NM		
			See MG 6.5									
	5	KVVU	08/17/12-08/17/12	Dr Oz	3-4p	-----F----	:30		\$350.00	NM		
			④ MG for 6.2 08/17									
N 7	KVVU	08/15/12	08/21/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/15/12	08/21/12	M---T---S				2	\$65.00			
N 8	KVVU	08/15/12	08/21/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**25-TV 5 Drive**  
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**(702)435-5555**

Contract / Revision	Alt Order #	
489459 /	06278373	
Contract Dates	Product	Estimate #
08/15/12 - 08/22/12	PATRIOT MAJORITY U	1615
<u>Advertiser</u>		
Patriot Majority USA		
Original Date / Revision		
08/14/12 / 08/22/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTW---				2	\$585.00			
N 9	KVVU	08/15/12	08/21/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTWTF--				2	\$450.00			
N 10	KVVU	08/15/12	08/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTW---				2	\$600.00			
N 11	KVVU	08/15/12	08/21/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTW---				2	\$525.00			
N 12	KVVU	08/15/12	08/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTWTF--				2	\$825.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	08/15/12-08/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a	MTuWThF----	:30		\$825.00	NM		
	Credited											
N 13	KVVU	08/15/12	08/21/12	MORE Access	630-7pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTW----				2	\$400.00			
N 14	KVVU	08/15/12	08/21/12	Extra	M-F 7-730p		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTW----				2	\$575.00			
N 15	KVVU	08/15/12	08/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTWTF--				5	\$750.00			
N 16	KVVU	08/15/12	08/21/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	\$645.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/15/12	08/21/12	MTWTF--				3	\$215.00			
N 17	KVVU	08/17/12	08/17/12	Bones	Fri 9p-10p		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/13/12	08/19/12	----1--				1	\$1,700.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	08/13/12-08/19/12	Bones	Fri 9p-10p	-----F----	:30		\$1,700.00	NM		
	See MG 17.2											
	2	KVVU	08/18/12-08/18/12	Mobbed	Sa 9p-10p	-----Sa--	:30		\$1,700.00	NM		
	④ MG for 17.1 08/17											
N 18	KVVU	08/20/12	08/20/12	Hotel Hell	Mon 8p-9p		:30			NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/20/12	08/26/12	1-----				1	\$2,700.00			
N 19	KVVU	08/18/12	08/18/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/13/12	08/19/12	-----1-				1	\$950.00			
N 20	KVVU	08/18/12	08/18/12	The Closer	Sa 2-3p		:30			NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/13/12	08/19/12	-----4-				4	\$75.00			

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489459 /	06278373	
Contract Dates	Product	Estimate #
08/15/12 - 08/22/12	PATRIOT MAJORITY U	1615
Advertiser		
Patriot Majority USA		
Original Date / Revision		
08/14/12 / 08/22/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type Spots	Amount
1	KVVU	08/13/12	08/19/12	The Closer See MG 20.5,20.6,20.7,20.8	Sa 2-3p	-----Sa--	:30		\$75.00	NM	
2	KVVU	08/13/12	08/19/12	The Closer See MG 20.5,20.6,20.7,20.8	Sa 2-3p	-----Sa--	:30		\$75.00	NM	
3	KVVU	08/13/12	08/19/12	The Closer See MG 20.5,20.6,20.7,20.8	Sa 2-3p	-----Sa--	:30		\$75.00	NM	
4	KVVU	08/13/12	08/19/12	The Closer See MG 20.5,20.6,20.7,20.8	Sa 2-3p	-----Sa--	:30		\$75.00	NM	
5	KVVU	08/19/12	08/19/12	The Closer	Sa 12p-6p/Su 9a-6-----St		:30		\$75.00	NM	
④	MG for 20.2,20.3,20.1,20.4										
6	KVVU	08/19/12	08/19/12	The Closer	Sa 12p-6p/Su 9a-6-----St		:30		\$75.00	NM	
④	See MG 20.9										
7	KVVU	08/19/12	08/19/12	The Closer	Sa 12p-6p/Su 9a-6-----St		:30		\$75.00	NM	
④	MG for 20.2,20.3,20.1,20.4										
8	KVVU	08/19/12	08/19/12	The Closer	Sa 12p-6p/Su 9a-6-----St		:30		\$75.00	NM	
④	MG for 20.2,20.3,20.1,20.4										
9	KVVU	08/19/12	08/19/12	Without A Trace	Sa 12p-6p/Su 9a-6-----St		:30		\$75.00	NM	
④	MG for 20.6 08/19										
N 21	KVVU	08/18/12	08/18/12	Numb3rs	Sa 4-5p		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	-----1-	1	\$150.00					
N 22	KVVU	08/18/12	08/18/12	Criminal Minds	Sat 5-6p		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	-----1-	1	\$225.00					
N 23	KVVU	08/19/12	08/19/12	Sports Plus Su 1045p	1045p-11p		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	-----1	1	\$625.00					
N 24	KVVU	08/19/12	08/19/12	Numb3rs	Sun 12-1am		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	-----1	1	\$135.00					
N 25	KVVU	08/19/12	08/19/12	Fox News Sunday 8-9a	8-9a		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	-----1	1	\$300.00					
N 26	KVVU	08/15/12	08/15/12	So You Think You Can Dance W 8-10pm			:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/13/12	08/19/12	--1----	1	\$4,250.00					
N 27	KVVU	08/22/12	08/22/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/20/12	08/26/12	--1----	1	\$750.00					
N 28	KVVU	08/22/12	08/22/12	Anderson	3-4p		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/20/12	08/26/12	--1----	1	\$275.00					
N 29	KVVU	08/22/12	08/22/12	Fox 5 News at 5	5-530p		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/20/12	08/26/12	--1----	1	\$585.00					
N 30	KVVU	08/22/12	08/22/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	
		Start Date	End Date	Weekdays	Spots/Week	Rate					
		Week: 08/20/12	08/26/12	--1----	1	\$1,725.00					

Totals

59 \$33,995.00

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**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

Henderson - Las Vegas

Contract / Revision 489459 /	Alt Order # 06278373	
Contract Dates 08/15/12 - 08/22/12	Product PATRIOT MAJORITY U	Estimate # 1615
Advertiser Patriot Majority USA		Original Date / Revision 08/14/12 / 08/22/12

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/22/12	59	\$33,995.00	\$28,895.75
<b>Totals</b>	<b>59</b>	<b>\$33,995.00</b>	<b>\$28,895.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6278373 TRF# 489459  
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP \* \* CHANGES \*\* \*\*\* KVUU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS / PATRIOT MAJORITY USA \_\_\_\_\_ REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES \_\_\_\_\_ BUYER NAME SARAH LEVENE \_\_\_\_\_

3050 K ST NW,  
WASHINGTON, DC 20007

SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6278373 CLASS: NATL. LOCAL REGIONAL  
PRDCT PATRIOT MAJORITY USA EST# 1615 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES AUG15/12 AUG22/12 WK-2  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG23/12 14.52

REP:  
TO ROSE  
FROM TERESA  
REJECTED M6 B/C IT WOULD NOT LET ME APPROVE ON MY END. MANUALLY REMOVED  
1X ON LINE 12 AS INDICATED ON MKGD OFFER.  
REV TTL 33995  
REINVESTIGATING \$\$\$ ON CURRENT FLIGHT 6293053  
PLEASE CONFIRM

STA:

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTAL:  
: :LINE#: : : : : : : : : : : : : : :  
AGENCY ADVERTISER CODE = 84 AGENCY EST# = 1615  
AGENCY PRODUCT CODE = 91  
  
12 S 600A-700A 30 \$825.00 8/15 8/21 1 W-F, M-TU 1  
  
PROGRAM : FOX5 NEWS 6A  
CON COM1: FOX5 NEWS 6A

REP HEADLINE# 6278373 TRF# 489459  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP : TELL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG23/12 14-52  
\*\*CHANGES\*\* \*\*\* KVUU-TV \*\*\*

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTAL:  
: :LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPTS:

STATION MAKEGOOD OFFERS: MISSED:W-F,M-TU/600A-700A AUG20 30S \$825.00 (AUG22/12)  
M6 REJECT BUY#12 OFFER: NONE CMT:SPOT DNA DUE TO TECHNICAL DIFFICULTIES. FLIGHT ENDED PLS CREDIT.

AUG/12 33995.00 CONTRACT TOTAL SPOTS 33995.00  
CONTRACT TOTAL SPOTS 33995.00  
59

MARKET TOTALS \$166,735 KVUU 21% KSNV 38% KLAS 11% KTNU 21% KVMY 6% KVCM 3% CABL 0%  
KVUD 0% SVC- NSI DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE